

**VONTIER**

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## Convenience Decoded Key Findings



## SURVEY METHODOLOGY AND DEMOGRAPHICS

Survey conducted at 95% confidence, +/- 4% margin of error

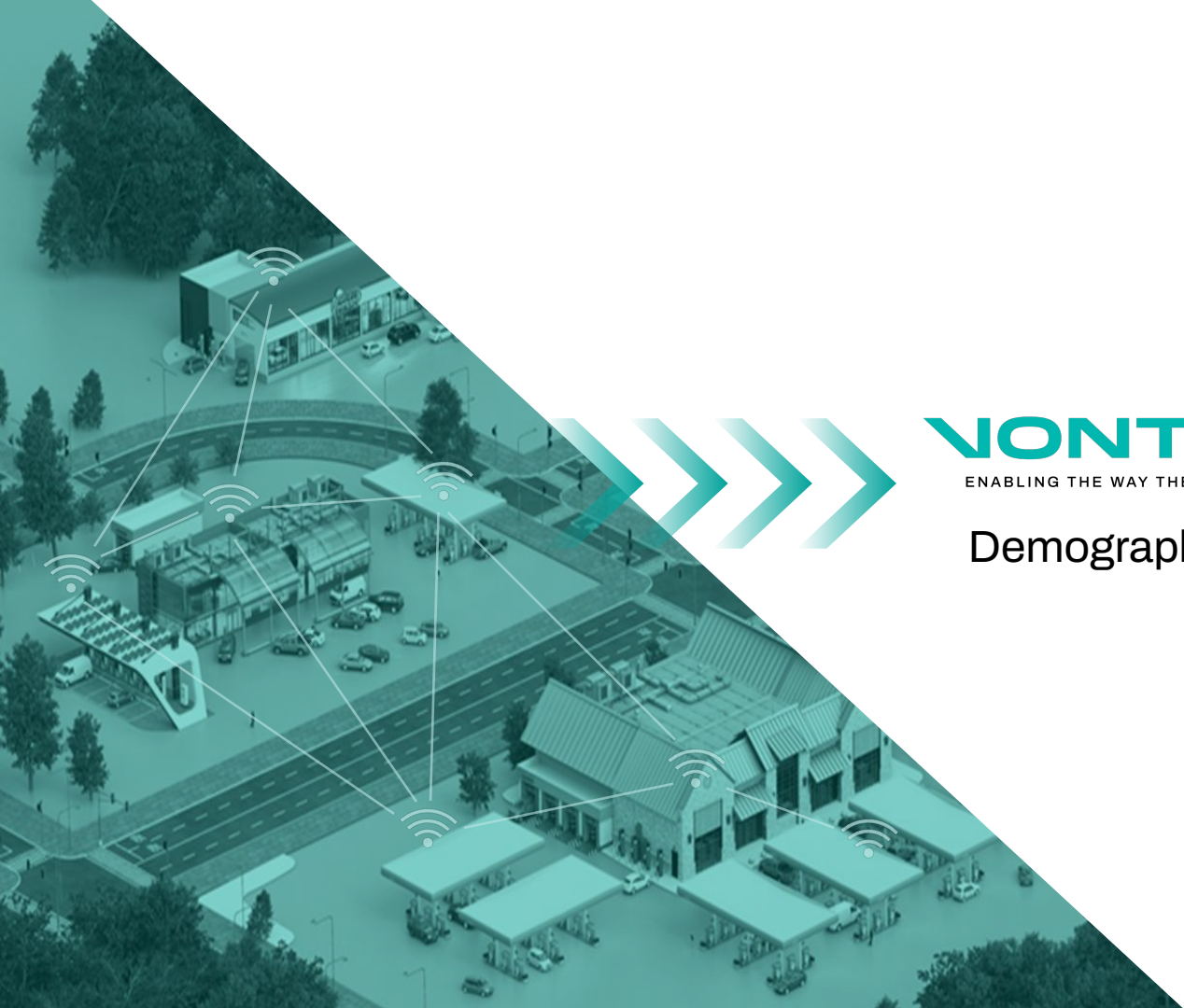
Survey conducted from June 4th, 2024- June 6th, 2024

- **Respondent Qualifiers:**

- o Live in the US
- o Be 18 years of age or older

- **603 total respondents**

- o Male: 40% | Female: 58% | Non-binary: 2%
- o Representation: 47 of 50 states (excluding AK, VT & WY)

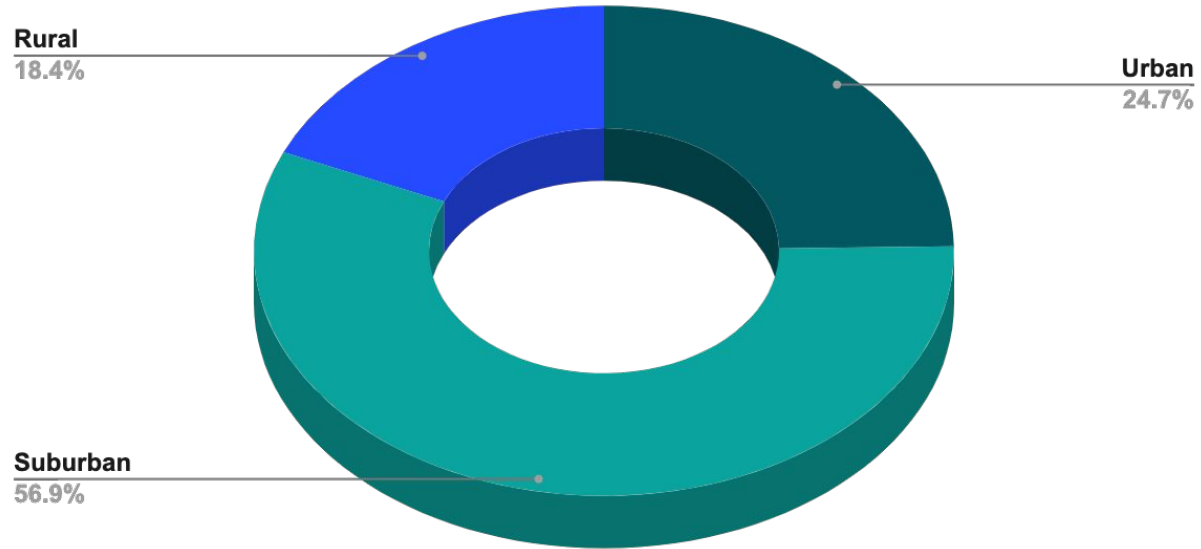


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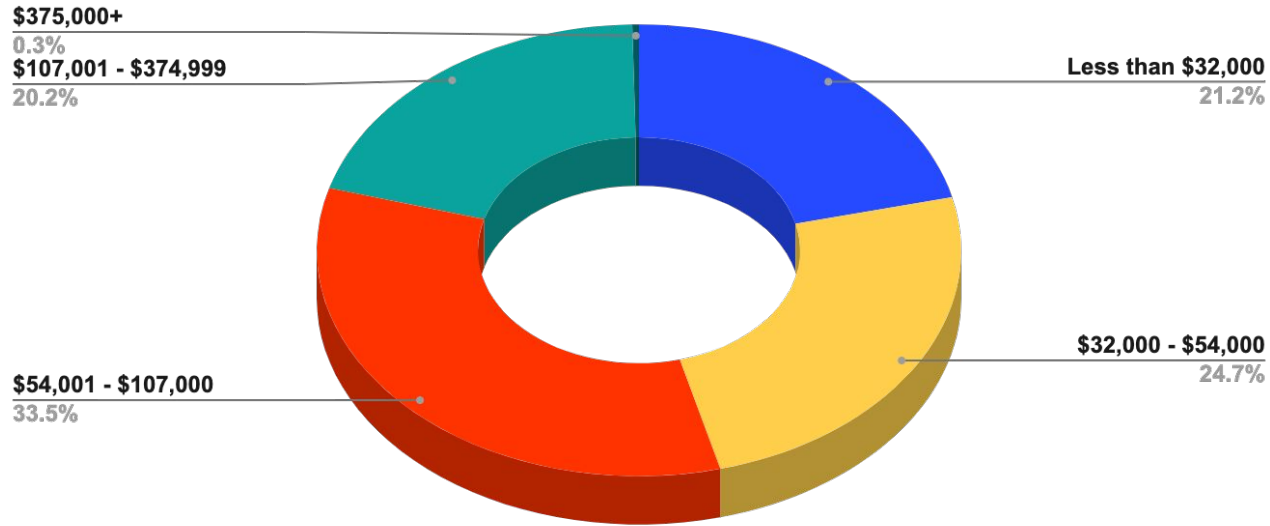
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Demographics

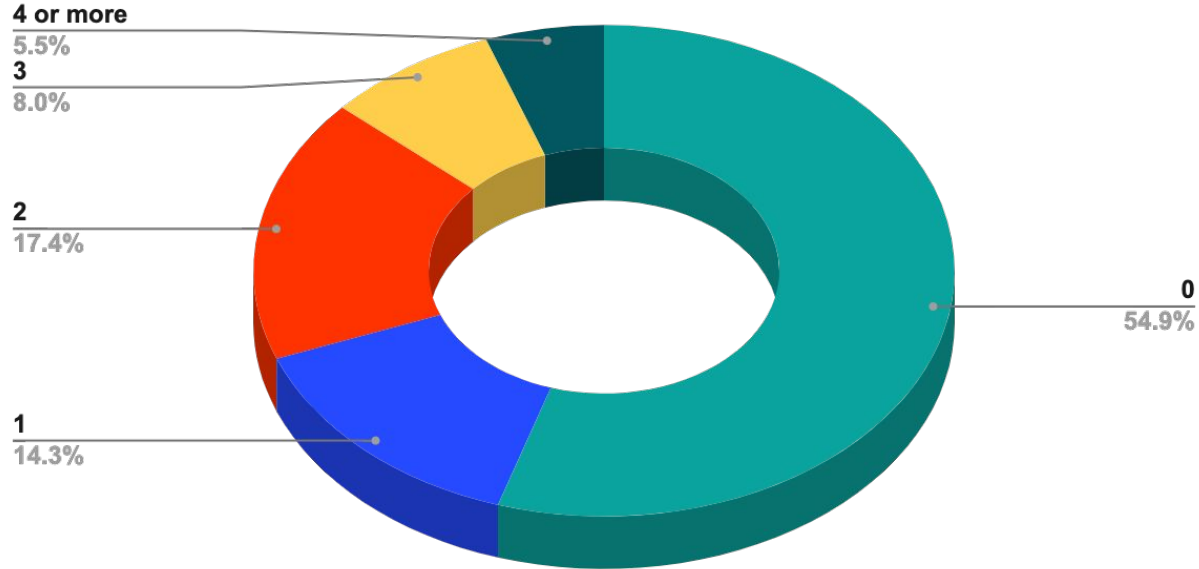
# LOCALE



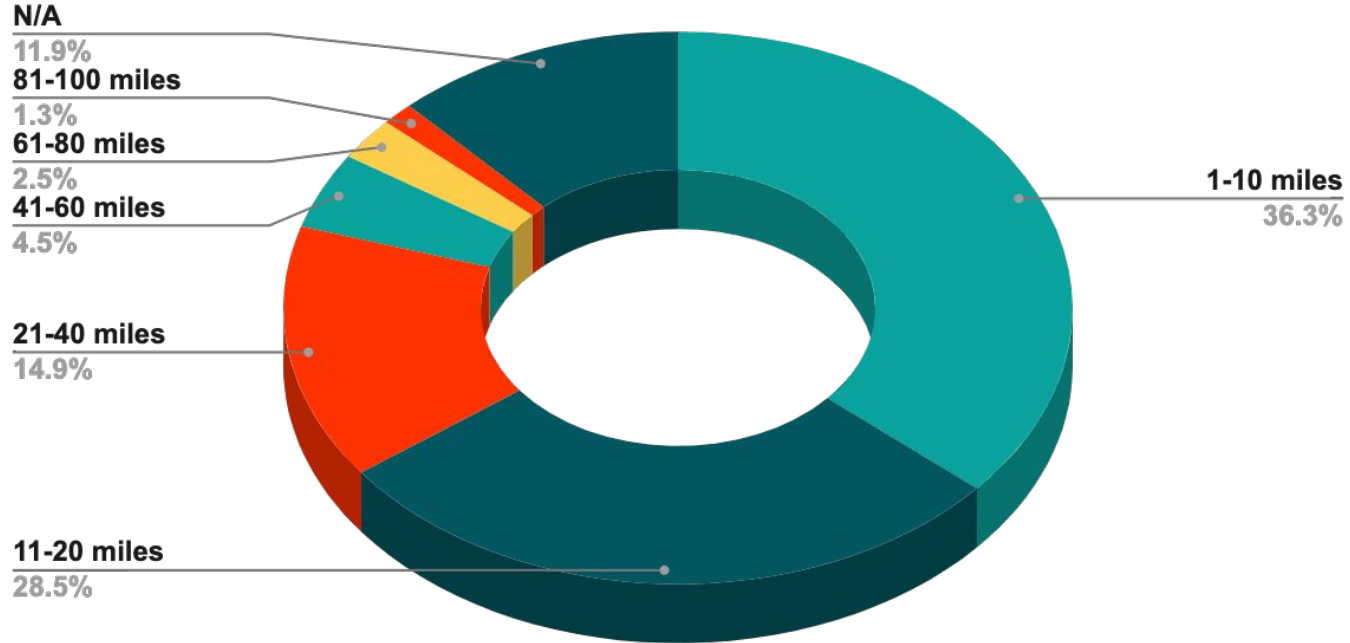
# ANNUAL HOUSEHOLD INCOME



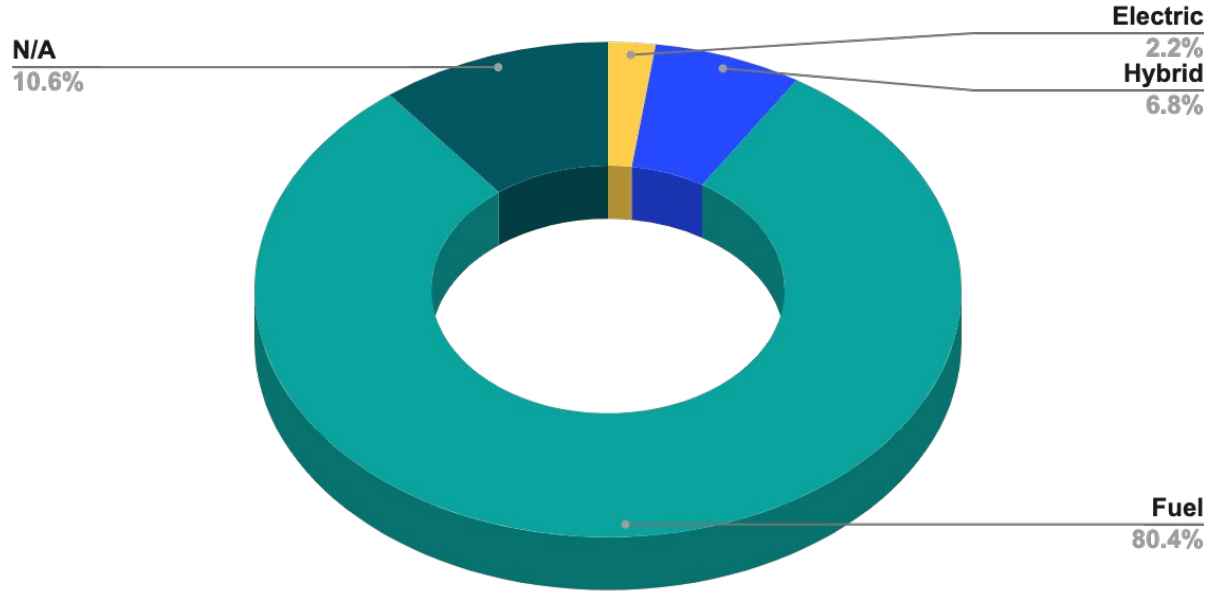
# NUMBER OF CHILDREN



# AVERAGE DAILY COMMUTE



# VEHICLE TYPE







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Convenience Redefined

# IN TODAY'S FAST-PACED WORLD, TIME IS MONEY

55%

Of Americans say their tolerance for wait times has decreased over the last 5 years, and those in New York were **40% more likely** than average to say this

# WHICH IS WHY CONVENIENCE IS NO LONGER A LUXURY – IT'S AN EXPECTATION

75%

Agree that convenience is one of the most important factors when making purchase decisions

80%

Say when faced with the option of buying the same or similar items from two different places, convenience is often the dealbreaker

# AMERICANS ARE LOOKING FOR CONVENIENCE FROM THE MOMENT THEY ENTER A BUSINESS...

84%

Say they desire  
convenience while  
shopping

75%

Say they desire  
convenience while  
eating

68%

Say they desire  
convenience while getting  
car maintenance/care, and  
those who commute over 60  
miles per day were **15%**  
**more likely** than average to  
say this

# ...ALL THE WAY THROUGH THE FINAL TRANSACTION

78%

Say they prefer to pay via card when making an in-person purchase

## Mobile Ordering

62% say they value this during the purchasing process

## Scan and Pay

49% say they value this during the purchase process

## Contactless Payments

47% say they value this during the purchase process, and members of Gen Z were **19% more likely** than average to say this



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## The Evolution of Convenience Stores

# CONVENIENCE STORES ARE A CORNERSTONE OF DAY-TO-DAY LIFE IN AMERICA

## Half

In an average month, **50%** of consumers visit convenience stores at least once a week. Those living in cities rely even heavier on convenience stores, as they were **46% more likely** than average to say they go several times a week.

# THESE ONE-STOP SHOPS PROVIDE ALL KINDS OF NECESSITIES

## Snacks

75% say they visit convenience stores for this reason

## Gas/Charging

73% say they visit convenience stores for this reason

## Restaurants

33% say they visit convenience stores for this reason, and those in California were **55% more likely** than average to say this



# CONSUMERS HAVE RAISED THEIR EXPECTATIONS FOR CONVENIENT FOOD OPTIONS

## Hot, Prepared Foods

71% of those who buy snacks, meals, or restaurant food from convenience stores say they would like to see this in a convenience store

## Made-to-Order Meals

55% of those who buy snacks, meals, or restaurant food from convenience stores say they would like to see this in a convenience store

## Fresh Produce

44% of those who buy snacks, meals, or restaurant food from convenience stores say they would like to see this in a convenience store, and those in Texas were **41% more likely** than average to say this

# MAKING CONVENIENCE STORES THE HOTTEST NEW DINING DESTINATION

62%

Of those who buy snacks or meals from convenience stores say they have gone to a convenience store specifically for food

47%

Of those who buy snacks or meals from convenience stores say they have chosen convenience store food over other nearby options, and men were **37% more likely** than women to say this

25%

Of those who buy snacks or meals from convenience stores say they have ordered food from a convenience store through a delivery service

# ESPECIALLY FOR YOUNGER CONSUMERS

30%

Members of Gen Z were **30% more likely** than average to visit convenience stores for meals

13%

Members of Gen Z were **13% more likely** than average to visit convenience stores for snacks

107%

Members of Gen Z were **107% more likely** than Baby Boomers to have ordered convenience store food through a delivery service

# FOOD ISN'T THE ONLY RAISED BAR— FOR SHOPPERS, ATTENTION TO DETAIL GOES A LONG WAY

**94%**

Say they appreciate it when a convenience store is freshly remodeled

**91%**

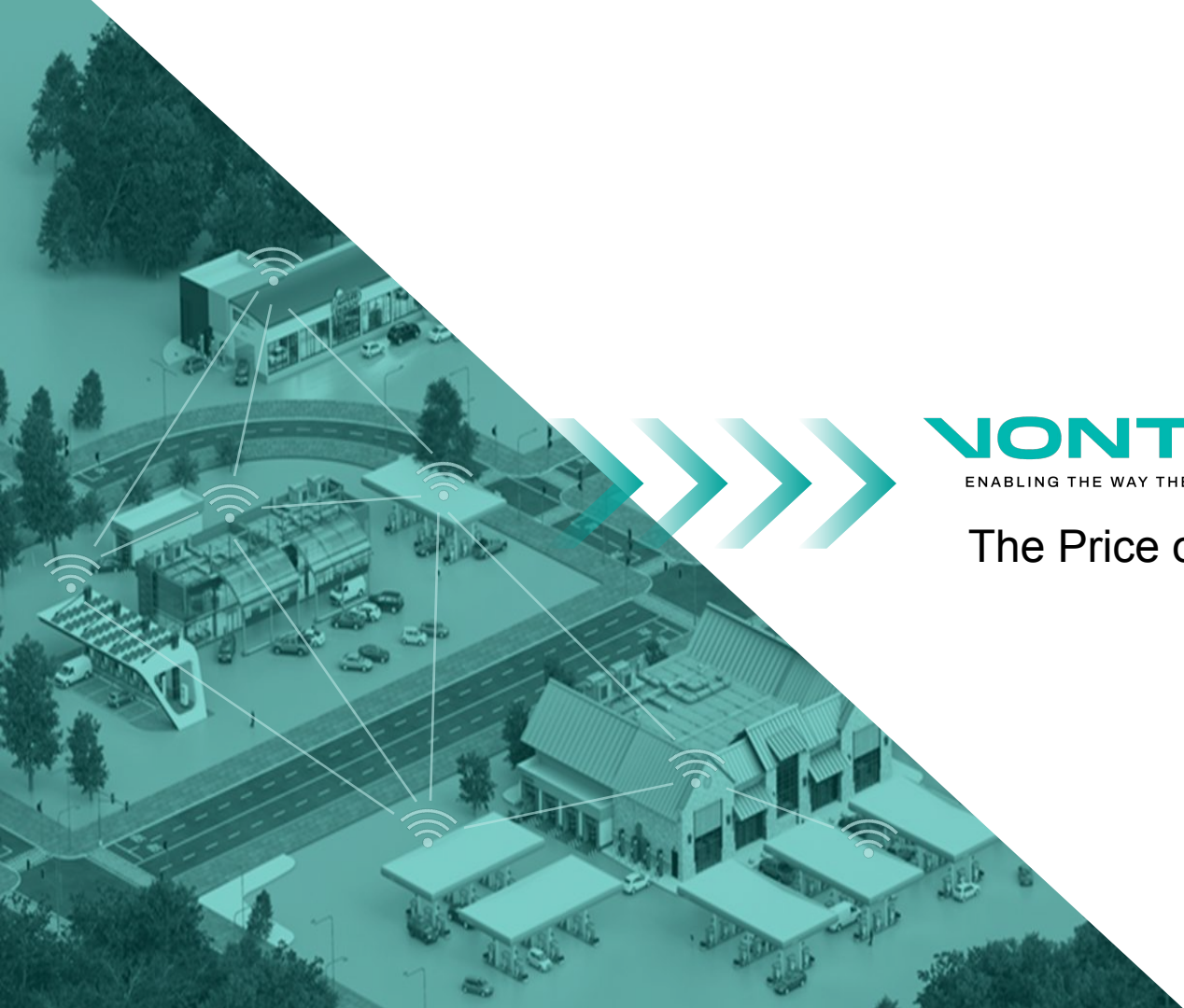
Say they appreciate it when a convenience store has fresh food options

**73%**

Say they appreciate it when a convenience store offers additional services, and those in Texas were **22% more likely** than average to say this

**50%**

Say they appreciate it when a convenience store accepts Apple Pay, and those in California were **34% more likely** than average to say this



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The Price of Convenience

# IN A WORLD WHERE CONVENIENCE IS KING, SHOPPERS ARE WILLING TO PAY THE PRICE

**57%**

Say they would pay a markup for products at a convenience store if it meant only having to make one stop

**11%**

On average, shoppers say they'd be willing to pay an **11%** markup on both **meals** and **OTC medications** if it meant only having to make one stop

**10%**

On average, shoppers say they'd be willing to pay a **10%** markup on **snacks** if it meant only having to make one stop

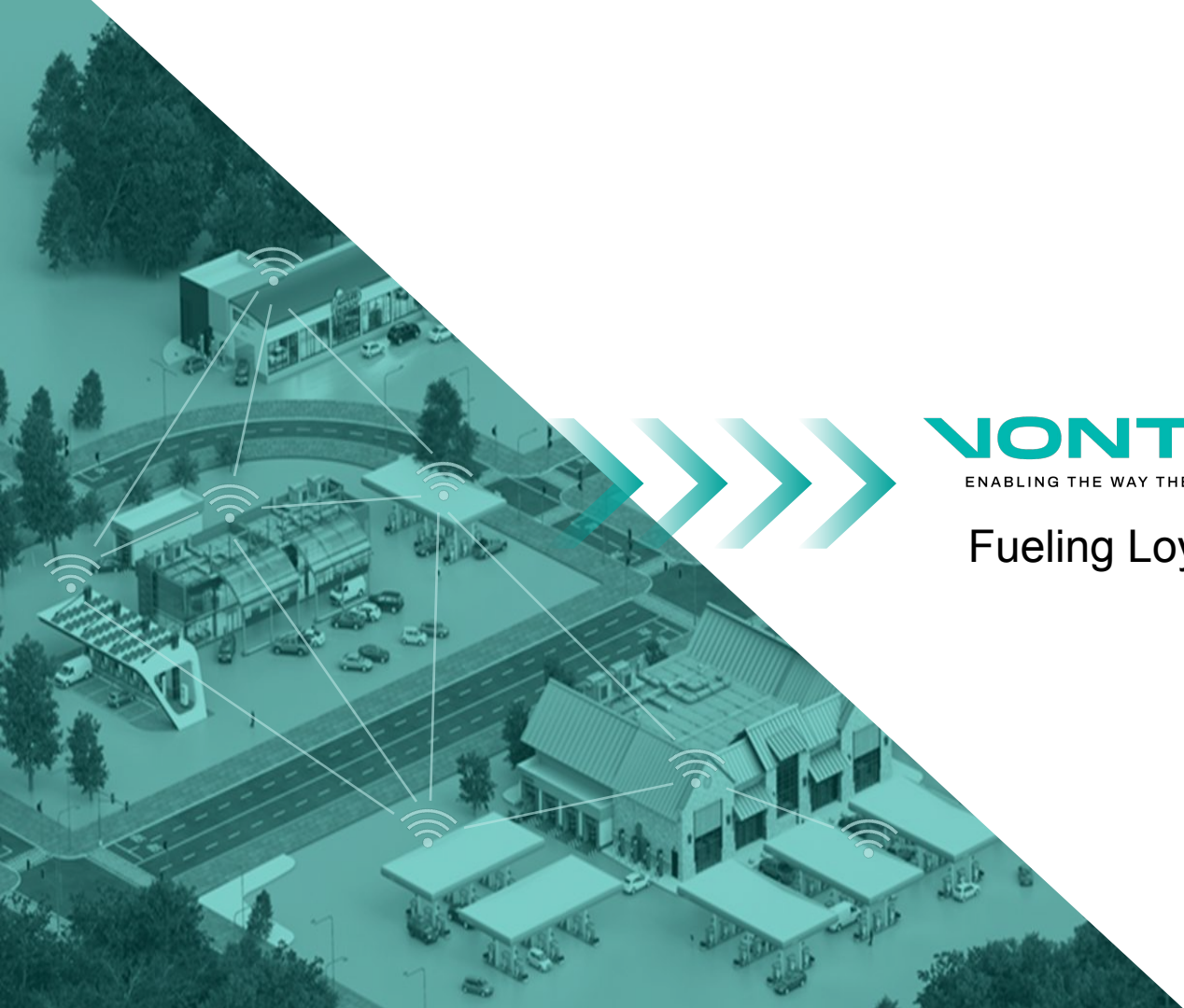
**9%**

On average, shoppers say they'd be willing to pay a **9%** markup on **household essentials** if it meant only having to make one stop

**BUT WHEN CONVENIENCE IS IN  
THE NAME, THESE STORES CANNOT RELY ON THAT  
ALONE TO DRIVE BUSINESS**

## Experience

On average, consumers ranked experience as the **second-most** important factor in choosing which convenience store to visit – however, **approximately 1/5 (21%)** actually placed experience as the #1 factor



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Fueling Loyalty



# AMERICANS ARE LOYAL TO THEIR FAVORITE CONVENIENCE STORES

61%

Say they have a favorite  
convenience store

79%

Of those who have a favorite say they would go out of their way to visit their preferred convenience store, even if it meant passing other options on the way, and those in Texas were **15% more likely** than average to say this

# OPTING TO GO TO CERTAIN STORES EVEN IF IT MEANS ADDING EXTRA TIME TO THE TRIP...

75%

Of those who would go out of their way to go to their preferred store say they'd be willing to add up to **10 minutes** to their drive to do so

# ...OR EVEN INCONVENIENCING THEMSELVES FOR THE SAKE OF CONVENIENCE

47%

Of those who have a favorite say they would hold off on a bathroom break to reach their preferred store instead of going to a closer store, and surprisingly, those with more than one child were **11%** **more likely** than average to say this

43%

Of those who have a favorite say they would run their car very close to empty to fill up at their preferred store instead of going to a closer store, and members of Gen Z were **23% more likely** than average to say this

# THE PEOPLE HAVE SPOKEN

– THE TOP CONVENIENCE STORE IS:

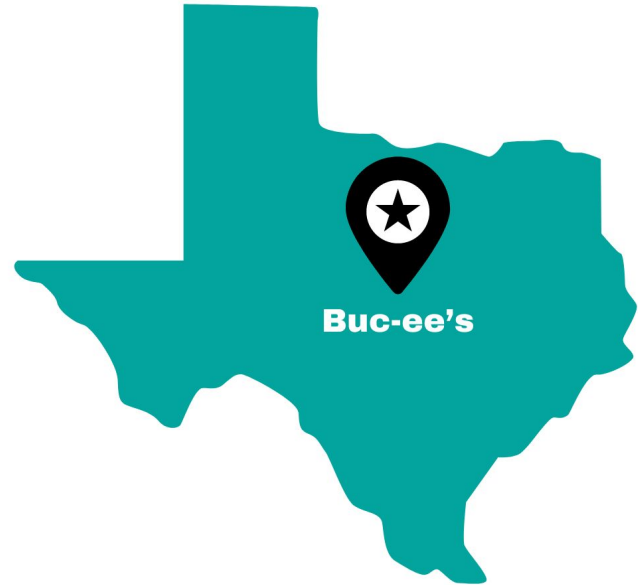
## 7-Eleven

7-Eleven ranks as the **#1** convenience store for those in 4 out of the 5 US regions (however, the loyalty of the Midwest lies with **Speedway**)

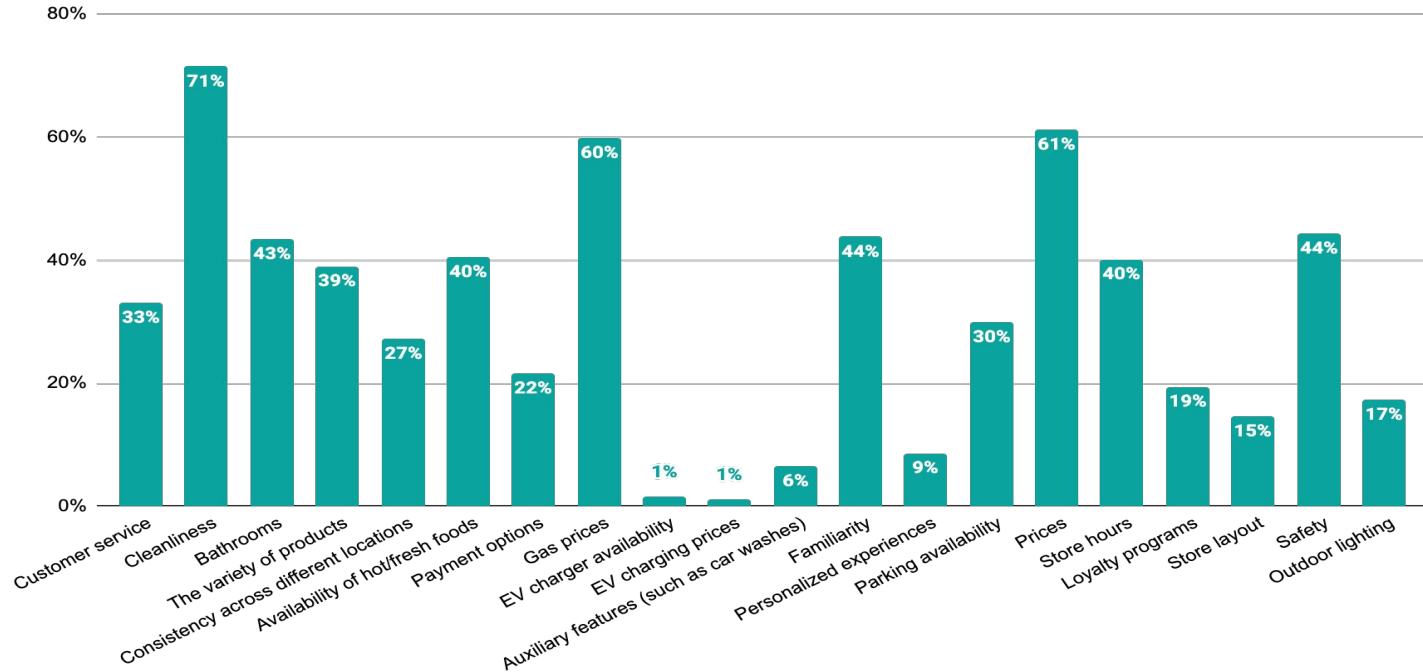
# BUT, FOR THOSE IN THE LONE STAR STATE, A HOMEGROWN FAVORITE IS HARD TO BEAT

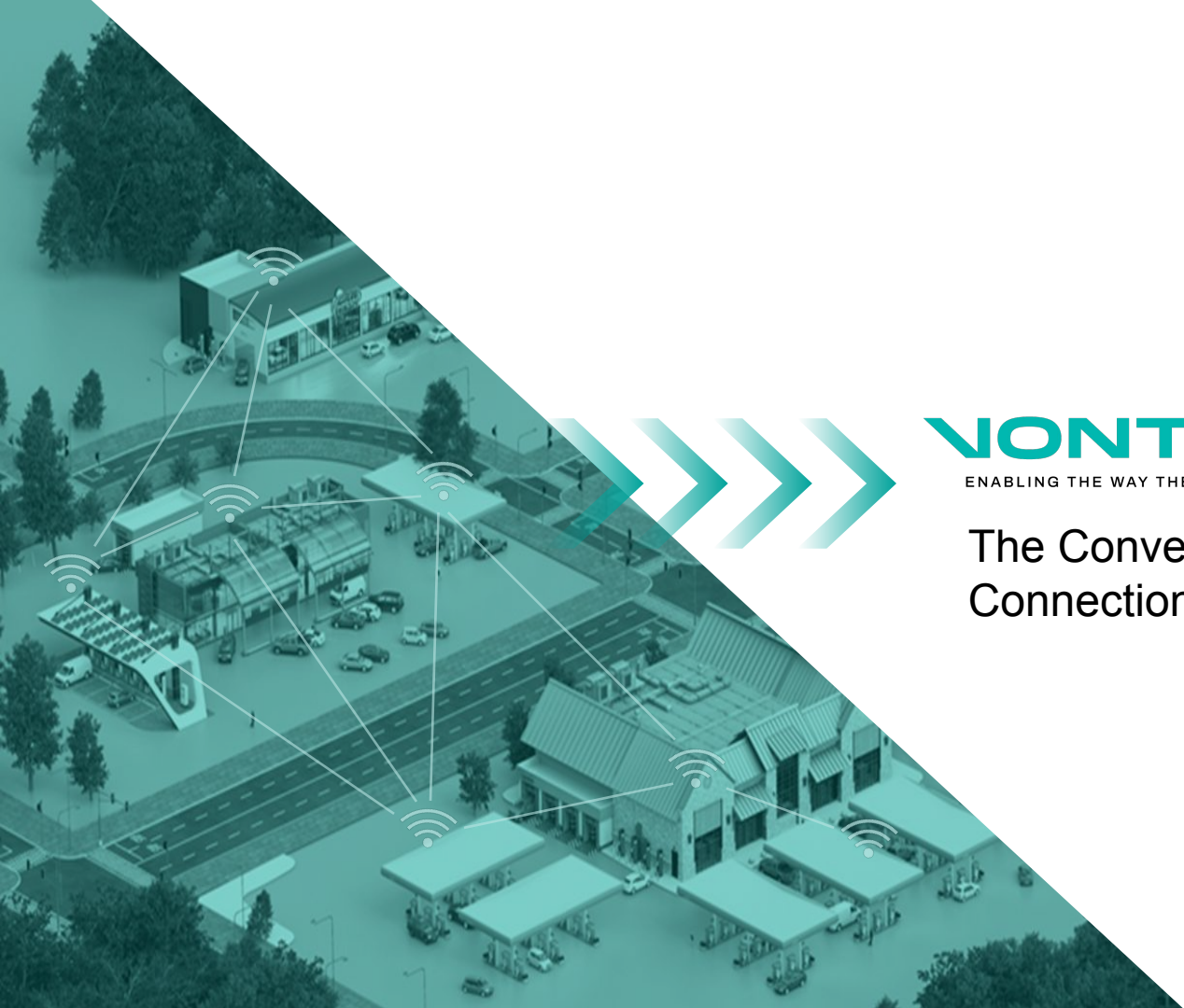
## Buc-ee's

Unsurprisingly, Texans rank Buc-ee's as their **#1** favorite convenience store



# WITH AN OPTION ON EVERY CORNER, WHAT MAKES A STORE STAND OUT?





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# The Convenience-EV Connection

# CHARGING STATIONS ARE IN HIGH DEMAND

## Nearly Half

Of Americans wish there was at least one charging station at every single convenience store, and those in Texas were **13% more likely** than average to say this



# CHARGING YOUR CAR SHOULDN'T BE BORING - HERE'S WHAT DRIVERS WOULD PREFER TO DO:

**65%**

Of those who drive an electric or hybrid vehicle say they would like to purchase snacks while charging their car away from home

**56%**

Of those who drive an electric or hybrid vehicle say they would like to use the bathroom while charging their car away from home

**52%**

Of those who drive an electric or hybrid vehicle say they would like to work with wifi while charging their car away from home

# IN FACT, DRIVERS ARE WILLING TO PASS UP THE CLOSEST OPTION FOR ONE THAT PROVIDES AN EXPERIENCE

**67%**

Of those who drive an electric or hybrid vehicle say, when they have to use a public charger, they would go out of their way to a charging station if it was accompanied by a place to shop

**63%**

Of those who drive an electric or hybrid vehicle say, when they have to use a public charger, they would go out of their way to a charging station if it was accompanied by a place to eat

**61%**

Of those who drive an electric or hybrid vehicle say, when they have to use a public charger, they would go out of their way to a charging station if it was accompanied by a place to use the bathroom

# OR ONE THAT KEEPS THEM SAFE AND PROTECTED FROM THE ELEMENTS

78%

Of those who drive an electric or hybrid vehicle say, when they have to use a public charger, they would go out of their way to a charging station if it was in a safe location

57%

Of those who drive an electric or hybrid vehicle say, when they have to use a public charger, they would go out of their way to a charging station if it had covering to protect from the elements

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Thank you

Please contact Vontier's communications team  
for more information: [comms@vontier.com](mailto:comms@vontier.com)